JUNE 20, 1995

TO: ALL RX PLACE STORES ONLY

FROM: NANCY ILDEFONSO N.I.

RE: R.J. REYNOLDS TOBACCO COMPANY

THE R.J. REYNOLDS TOBACCO COMPANY WILL BE OFFER A CO-MARKETING BUYDOWN PROMOTION PROPOSAL ON THE FOLLOWING BRANDS.

$2.50 OFF A CARTON PRICE REDUCTION ON: SELECT AND WINSTON BRAND STYLES.

WE ARE ENCLOSING IN-STORE COUPONS TO BE USED ON 63 TOTAL CARTONS ONLY. R.J. REYNOLDS REPRESENTATIVES WILL BE VISITING YOUR STORE TO SET UP A TEMPORARY FLOOR RACK DISPLAY.

HOW TO HANDLE COUPON:
AFFIX EACH CARTON INVOLVED WITH A COUPON. AT THE END OF EACH WEEK YOU ARE TO COUNT AND PACK YOUR COUPONS AND MAIL TO THE NEW YORK OFFICE ATTN: NEREIDA ROSADO, ACCOUNTING.

PROMOTIONAL PERIOD: JULY 19TH THRU JULY 30TH.

ANY QUESTIONS/PROBLEMS, PLEASE CALL THIS OFFICE.

CC: J. KELLER
D. THIGPEN
DISTRICT MANAGERS
D. CORTEZ (160)
J. JONES (RJR)
FILE



Source: https://www.industrydocuments.ucsf.edu/docs/lkxn0000